

CHARGE NUMBER: 1990

PROJECT TITLE: BLEND DEVELOPMENT

PROJECT LEADER: C. M. MOOGALIAN

PERIOD COVERED: OCTOBER, 1985

I. Merit Select

Nine models are to be made incorporating the following DIET expansions:

1. Special Bright (Thin), 24 Mo. Duration
2. Special Bright (Thin), 12 Mo. Duration
3. Special Oriental
4. DBC Bright Control from same tobacco stocks as #1.

The models contain the following fillers:

1. Merit (Control)
2. Merit with Special Oriental Expanded
3. Merit with Special Bright Expanded (12 mos.)
4. Merit with Special Bright Expanded (24 mos.),
With and Without Aftercut
5. Marlboro (Control)
6. Marlboro with Special Bright Expanded (12 mos.)
7. Marlboro with Special Bright Expanded (24 mos.),
With and Without AC

The expansions have been completed, and models are expected to be made the first week in November.

Also, 100% cigarettes of special components used in this study (special DIET's and special strips) will be made.

II. PM Super Lights

In cooperation with the Leaf Department, the Super Lights blend has been formulated from U.S. tobacco inventories.

For this effort, a Special Bright expansion was run which utilized bodied tobaccos.

The cigarette model will be completed by the second week in November.

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III. Dunhill Lights

The following tests are being conducted by Marketing Research:

Dunhill Lts. 85 vs. Win. Lts. 85

HTI 5190

HTI 10098

Dunhill Lts. 100 vs. Win. Lts. 100

HTI 5191

HTI 10099

Dunhill Lts. 85 vs. Marl. Lts. 85

HTI 5192

HTI 1275

Dunhill Lts. 100 vs. Marl. Lts. 100

HTI 5193

HTI 1276

The cigarettes have been made and shipped. Results are expected in late November.

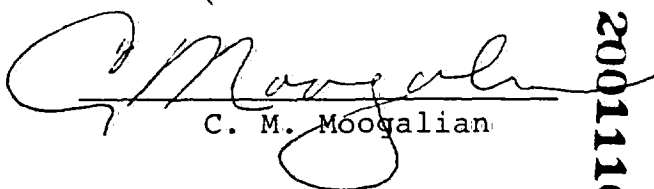
IV. B & H Menthol With 3% Dark Air Cured

The POL 8046 results of B & H Menthol containing 3% DAC at the expense of C57 burley showed only one qualitative difference - the experimental was harsher.

Previously, POL 8042, where 3% DAC replaced C34 burley, positive tendencies toward the experimental were seen.

V. Menthol Blends

From studies and efforts of Project MOOG, we have recommended a blend for the Hercules (Fresh) project and a blend for the PM Blues project.


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